



# Kick-Ass Copywriting Secrets of a Marketing Rebel

*John Carlton*

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**Kick-Ass Copywriting Secrets of a Marketing Rebel** John Carlton

Hooks, Killer Salesmanship, The Function of Seduction, and Operation Moneysuck...

## Kick-Ass Copywriting Secrets of a Marketing Rebel Details

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Author : John Carlton

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# From Reader Review Kick-Ass Copywriting Secrets of a Marketing Rebel for online ebook

## Joshua says

I've read this book or listened to the audio about 10 times now. If you're interested at all in direct response copywriting, you owe it to yourself to get this book. People more interested in brand centered ad campaigns may or may not find this book helpful as he distrusts branding as a method for sales. Carlton is interested in results that can be measured easily because he recommends trying to make deals where you're paid something like 5% of gross sales return or increase in profits.

This is one of the best books on copywriting available. Carlton covers the basics of what you need to know and offers some incredible hints on how to write a great ad. I like it much more than Tested Advertising Methods That Sell or Scientific Advertising, etc. Carlton and Halbert (another you should read if you like/are interested in this book) write with a punchy, fun to read or listen to style.

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## Fotis Chatzinicolaou says

Τι χρειάζεται να ξέρει κάποιος για το Copywriting, γραμμών σε ένα βιβλίο, απ' έναν απ' τους καλύτερους Copywriters αυτών στιγμών.

Πολύ μαζεμένο, to the point, σύγχρονο (σε αντίθεση με άλλα βιβλία περί C.W.) και με αρκετά παραδείγματα. Τα κλασικά σλόγους έχουν κάποια αξία αλλά είναι πολύ ευχάριστο που κάποιος έκανε μια προσπάθεια να μαζέψει όλα την γνώση σε ένα σύγχρονο βιβλιαράκι.

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## Kevin says

For those of you who are interested in how to market effectively. You'll probably like this book. The way John Carlton explains his concept is a simple yet powerful way of understanding direct response marketing and advertising. He'll explain to you human psychology and salesmanship (why people buy). He'll show you how to write kickass headlines that'll turn heads.

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## Jan Brinkmann says

Really valuable book. Helped me a great deal to become a better copywriter.

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## Mario Tomic says

I've read this book 5 times so far and I always find something new. This is essential reading for anyone interested in copywriting or marketing in general!

